

Going global with marketing

TUNKU Abdul Rahman University College's (TAR UC) undergraduate marketing programme is designed with differentiating factors that add value to students.

The key differentiation in TAR UC's marketing programme is the accreditation that it received from the Chartered Institute of Marketing (CIM), the world's leading professional marketing body with over 30,000 members worldwide, including more than 3,000 Chartered Marketers, which makes TAR UC's marketing degree programme stand out from the rest.

At the institution level, TAR UC is the first and currently the only institute of higher learning in Malaysia to be granted the Graduate Gateway status under the new CIM programme structure.

TAR UC is also the first and currently the only institution in Malaysia to hold the Advanced Standing status for its marketing programme.

CIM Malaysia's (CIMM) president Tan Sri Datuk Professor Dr James

Alfred, chairman Goh Ing King and vice-president Michael Woo Wing Tuck paid a visit to TAR UC, where they held a dialogue with students.

The session aimed to enhance awareness among TAR UC students on the recognition from CIM for TAR UC and some insights on the future development of marketing in Malaysia.

"What would best describe CIM's recognition for TAR UC being the first and currently the only Graduate Gateway Accredited University as well as with an advanced standing is that TAR UC students who have completed their Bachelor of Business (Hons) in Marketing will be granted the maximum exemption of one out of three modules of CIM's Diploma in Professional Marketing.

"This is by far the highest level offered by CIM to any tertiary institution in Malaysia and this serves as a competitive advantage for TAR UC students as they are able to pursue their professional qualification from CIM in a shorter period of time,"



TAR UC's Bachelor of Business (Hons) in Marketing students will be granted advanced standing to pursue CIM's Diploma in Professional Marketing, the highest offered by CIM to any higher learning institution in Malaysia.

Dr Alfred explained.

The CIMM president also shared why a qualification from CIM is highly regarded in the market and highlighted how TAR UC's marketing qualification meets CIM's standards.

"The CIM qualification is standardised across the globe as CIM has very strict rules for its examinations. This is achieved through the central responsibility of CIM UK in the preparation of the examination questions, execution of the examinations and evaluation of candidates' answers worldwide.

"On top of this, qualifications from CIM are practitioner-based and built on the foundation of the CIM Professional Marketing Competencies. This is why a Chartered Marketer of CIM is sought after worldwide, especially in European and Commonwealth countries.

"And for an established professional body like CIM to grant the highest accreditation to TAR UC, it only affirms the high academic standards set by TAR UC," Dr Alfred elaborated.

Explore more about TAR UC's

Bachelor of Business (Hons) in Marketing or other business programmes at TAR UC's Open Day from today until April 14 at its main campus in Kuala Lumpur and branch campuses in Penang, Perak, Johor, Pahang and Sabah or visit TAR UC's booth at all major education fairs.

Alternatively, visit TAR UC's website at www.tarc.edu.my. Attractive scholarships are also available in TAR UC on the basis of academic merit and sibling discount for qualified students.

